

Adult Education Local Needs Assessment and Community Development Pilot Project

Action: The staff recommends that the council approve the Adult Education Local Needs Assessment and Community Development Pilot Project, authorizing the allocation of up to \$200,000 of the Adult Education and Literacy Trust Fund for 2001-02.

The council's Adult Education Action Plan includes a component for Local Needs Assessment and Community Development. In conjunction with the public communications campaign, ten Kentucky communities will serve as pilot sites. The council will issue a Request for Proposal of up to \$200,000 for a consultant to conduct a survey of educational assets and needs, evaluate the results, and report to the council by December 2002.

Once local assessment is completed, community organizers are expected to identify systemic solutions and create a strategic plan to increase participation in education programs at all levels. The community will be encouraged to form a local P-16 council if they do not have one. Guthrie/Mayes, the campaign's public relations firm, will contribute effective media strategies for the model programs to leverage support from the private sector.

Results of the ten communities' efforts will be evaluated, with successful assessment models, community development efforts, and strategic plans showcased throughout the state. The council's five critical questions of reform will guide the assessment and community development project.

The Selection of the Communities

The communities were selected based on low levels of literacy, high dropout rates, the demonstrated strength and leadership of the adult education program, participation in GEAR UP Kentucky, geographic distribution, county population, and proximity to media markets. The communities are:

Boyd County (Ashland)
Fayette County (Lexington)
Hardin County (Elizabethtown)
Hopkins County (Madisonville)
Jefferson County (Louisville)
McCracken County (Paducah)
Northern Kentucky (Boone, Campbell, Kenton)
Perry County (Hazard)

Pulaski County (Somerset)
Warren County (Bowling Green)

Staff preparation by Cheryl D. King, Ben Boggs, and Melissa McGinley